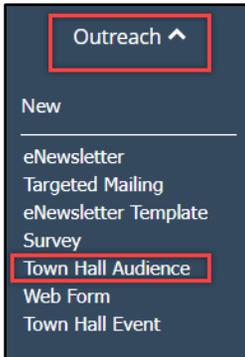


Building a Telephone Town Hall Audience

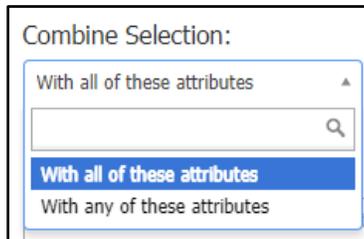
Market: Federal/State/Local, House, Senate

Description: These instructions show users how to build an Audience for Telephone Town Halls.

1. From the Big Menu select **Outreach**.
2. Under New Select **Town Hall Audience**.



3. In the Town Hall Audience field, type a meaningful title.
4. If you wish to start with a preexisting list, select the list name from the Start With drop down menu.
5. In the Combine Selection drop down menu choose the appropriate option:
 - a. **With all of these attributes:** contacts must meet ALL of the criteria to be included
 - b. **With any of these attributes:** contacts can meet ANY of the criteria to be included



6. From the Audience Selection Drop down menu choose the appropriate option:
 - a. **Use the entire audience** (Recommended)
 - b. **Define audience by geographic percentages:** Will allow for universe to be split by percentage (%) once in the Review step.
 - c. **Randomly select form the audience:** Will allow you to cap your list size. Reach out to IQC for best practices.

Audience Selection:

Use the entire audience

Use the entire audience

Define audience by Geographic Percentages

Randomly select from the audience

7. From the Prioritize Mobile Numbers drop down select **yes** or **no**.

Prioritize Mobile Numbers

Yes

No

Yes

8. Select criteria to include in the **Include Contacts with...** fields.

9. Select criteria to exclude in the **Exclude contacts with...** fields.

Include contacts with...	Exclude contacts with... Set default exclusions
Previous Telephone Town Hall Participant	Previous Telephone Town Hall Participant
Previous Telephone Town Hall Call List	Previous Telephone Town Hall Call List
Affiliations	Affiliations
Issues	Issues
Voting History	Voting History
Special Rules	Special Rules
Geographic	Geographic

10. Include contacts who live within a specified distance from any geographic point by selecting the magnifying glass icon.

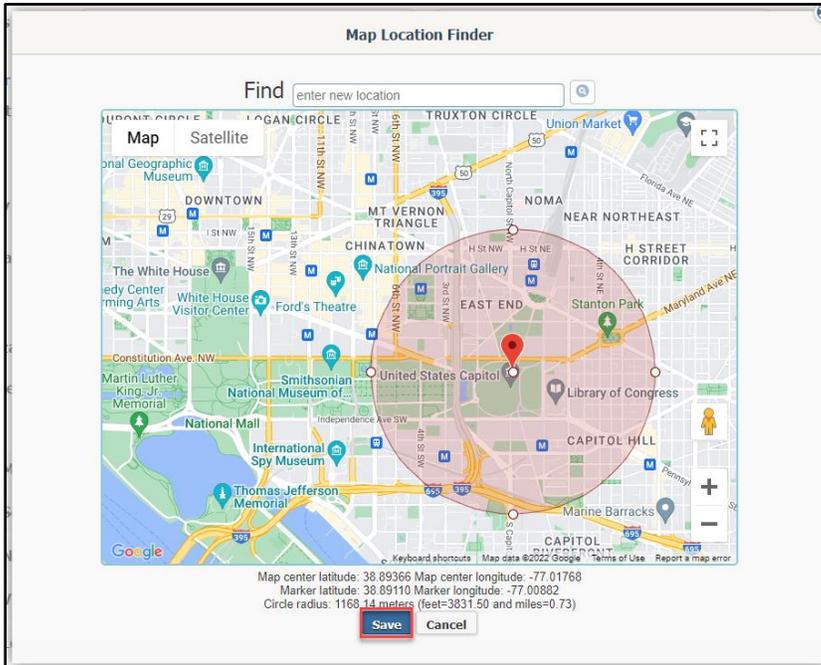
And Limited to Distance From Point

Miles Latitude Longitude

miles latitude longitude



11. Drag selection circle on map to appropriate location. Click **Save**.



12. Exclude Previous Telephone Town Hall Participants from within a specific time frame.

Previous Telephone Town Hall Participants

Called Since

13. Remove contacts whose number did not connect for any reason.

Most Recent Telephone Town Hall Call Operator Intercepts

14. If utilizing L2, in the **Phone Confidence Score to Exclude** section, you may remove numbers that are less likely to be to the correct individual or valid. For best results you can select 4- Low, 5- Lowest and No score.

Phone Confidence Score to Exclude

1-Highest
 2-High
 3-Moderate
 4-Low
 5-Lowest
 No Score

15. Check to **Exclude** Vekeo Subscribers as they will receive a call automatically to connect to the Tele Townhall.

Vekeo Subscribers

Exclude